

Message Text

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PAGE 01 STATE 119260
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INFO OCT-01 AF-10 ISO-00 EB-07 /018 R

DRAFTED BY COM:BIC DFSULLIVAN:GMR
APPROVED BY AF/EP:LMWHITE
COM:BIC WFBAYEN
COM:BIC BDNEUHART

-----241836Z 022504 /41

R 241443Z MAY 77

FM SECSTATE WASHDC
TO AMEMBASSY ABIDJAN
AMEMBASSY ACCRA
AMEMBASSY ADDIS ABABA
AMEMBASSY ANTANANARIVO
AMEMBASSY BANJUL
AMEMBASSY BUJUMBURA
AMEMBASSY DAR ES SALAAM
AMCONSUL DOUALA
AMCONSUL IBADAN
AMCONSUL JOHANNESBURG
AMCONSUL KADUNA
AMEMBASSY KHARTOUM
AMEMBASSY KINSHASA
AMEMBASSY LAGOS
AMEMBASSY LIBREVILLE
AMEMBASSY LILONGWE
AMEMBASSY LUSAKA
AMEMBASSY LOME
AMEMBASSY MOGADISCIO
AMEMBASSY MONROVIA NDJAMENA
AMEMBASSY NAIROBI
AMEMBASSY PORT LOUIS
AMEMBASSY YAOUNDE

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E.O. 11652: N/A

TAGS: BEXP, XA

SUBJECT: REGIONAL SEMINARS FOR FSL COMMERCIAL SPECIALISTS

REF: STATE 41576

1. SPACES ALLOCATED FOR ABIDJAN SEMINAR NOVEMBER 7-11, 1977 ARE: TWO PER POST FOR ABIDJAN, LAGOS, AND KINSHASA. ONE PER POST FOR ACCRA, LIBREVILLE, N'DJAMENA, BANJUL, KADUNA, IBADAN, LOME, MONROVIA, DOUALA, YAOUNDE.

2. SPACES ALLOCATED FOR NAIROBI SEMINAR NOVEMBER 14-18 ARE: NAIROBI 2, JOHANNESBURG 1 AND ONE PER POST FOR MOGADISCIO, LILONGWE, LUSAKA, PORT LOUIS, BUJUMBURA, ADDIS ABABA, DAR ES SALAAM, ANTANANARIVO, AND KHARTOUM.

3. REQUEST POSTS THAT HAVE NOT IDENTIFIED NOMINEES TO FORWARD TO USDOC NAMES AND DEVELOPMENTAL NEEDS SURVEY SOONEST.

4. BUDGET AND FISCAL INFORMATION FOR THE PURPOSE OF ISSUING TRAVEL ORDERS FOR SEMINAR PARTICIPANTS WILL BE CABLED AT AN APPROPRIATE TIME.

5. POSTS REQUESTED TO REVIEW FOLLOWING PROPOSED AGENDA AS TO ITS RELEVANCY TO NEEDS OF POST AND THOSE OF FSL NOMINATED TO ATTEND SEMINAR. USDOC WELCOMES POST SUGGESTIONS AND COMMENTS WHICH SHOULD BE CABLED TO USDOC/OMP/CRD BY JUNE 15.

SEMINAR SESSION CONTENT

A. USDOC EXPORT ORGANIZATION.

USDOC ORGANIZATION FOR OVERSEAS AND DOMESTIC EXPORT PROMOTION, OUTLINING FUNCTIONS AND RESPONSIBILITIES OF VARIOUS BUREAUS. COMMERCE/STATE RELATIONSHIPS IN ECONOMIC-
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COMMERCIAL MATTERS.

B. COMMERCIAL REPORTING - WTDR, FTI AND ADS.

REVIEW REPORTING PROCEDURES TO PROMOTE UNDERSTANDING:

(1) OF THE SYNERGISTIC VALUE OF DEVELOPING RESOURCES AND TECHNIQUES FOR OBTAINING DATA USABLE IN SEVERAL REPORTS, AND (2) OF THE QUALITATIVE FACTORS THAT ENHANCE VALUE OF REPORTS TO END-USER.

C. BUSINESS OPPORTUNITY REPORTING - TOP, IO AND LICENSING.

EMPHASIS ON POST INITIATIVES IN DEVELOPING GOOD PRODUCT DESCRIPTIONS AND LEADS ON BUSINESS FIRMS ACTIVELY INTERESTED IN U.S. EXPORTS; AND HOW POST-SUPPLIED INFORMATION IS UTILIZED BY COMMERCE AND THE END-USER.

D. MARKETING SERVICES FOR U.S. INDUSTRY.

TWO-PART PRESENTATION DIVIDED INTO (1) DIRECT TRADE PROMOTION ACTIVITIES AND (2) DISSEMINATION OF MARKETING INFORMATION. DIRECT TRADE PROMOTION ACTIVITIES WILL REVIEW TRADE MISSIONS, TECHNICAL MISSIONS, AND CATALOG EXHIBITIONS EMPHASIZING ROLE OF FOREIGN SERVICE IN EVENT PROMOTION AND SUPPORT. PART 2 WILL CONSIST OF DISCUSSION

OF THE INFORMATION PUBLISHED UNDER THE INTERNATIONAL MARKETING INFORMATION SERIES, WITH PARTICULAR ATTENTION TO MULTIPLE USES OF ECONOMIC/COMMERCIAL INFORMATION RECEIVED FROM POSTS THROUGH SOME ASPECT OF IMIS. DESIGNED TO ANSWER QUESTION: "WHAT HAPPENS TO INFORMATION SENT TO WASHINGTON?"

E. CMM AND POST INTERACTIONS .

CMM'S ROLE AS THE FOCAL POINT FOR DEVELOPMENT OF ANNUAL COUNTRY PLANNING DOCUMENT AND AS USDOC COORDINATOR FOR INTERNATIONAL MARKETING ACTIVITIES. EMPHASIS WILL BE ON FSL PARTICIPATION IN A POST PLAN, IN PROVIDING INFORMATION FOR PLANNED TRADE EVENTS AND EXTENT TO WHICH PLANNING OF USDOC PROGRAMS IS DEPENDENT UPON POST INPUT.

F. MAJOR PROJECTS AND OTHER SERVICES .

FSL PARTICIPATION IN IDENTIFYING AND REPORTING MAJOR PROJECTS. GUIDELINES WILL BE REVIEWED ALSO FOR EXPORT PROMOTION SERVICES, TRADE INQUIRIES AND COMPLAINTS, AND UNCLASSIFIED

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FOREIGN MARKET REPORTS.

G. ASSISTANCE FOR U.S. CONSULTING AND CONSTRUCTION FIRMS.

SERVICES THAT ARCHITECTS, ENGINEERS AND MANAGEMENT CONSULTANTS PROVIDE, THE ASSISTANCE THEY NEED, RELATIONSHIP OF DESIGN SPECIFICATIONS TO PROCUREMENT AND USE OF EARLY WARNING REPORTS; AND THE ROLE IN BUSINESS DEVELOPMENT OF LARGE SCALE INDUSTRIAL CAPITAL PROJECTS.

H. BANKING SERVICES FOR INTERNATIONAL BUSINESS.

FINANCIAL SOURCES FOR U.S. EXPORT; THE ADF; EXIM BANK PROGRAMS AND OPERATIONS; THE FCIA AND OPIC INSURANCE PROGRAMS; PROGRAM APPLICATION TO THE MARKET PLACE; FINANCING TURNKEY PROJECTS, CAPITAL GOODS AND EQUIPMENT; AND THE IMPORTANCE OF CONTACTS IN THE BANKING COMMUNITY FOR PROJECTS INVOLVING SERVICES AND EQUIPMENT. RELATE ALL U.S. EXPORT FINANCING TO THE EXPORT OF GOODS, SERVICES AND EQUIPMENT REQUIRED FOR MAJOR DEVELOPMENT PROJECTS OF ALL KINDS.

I. SPECIAL MARKET OPPORTUNITIES AND DESK STUDIES.

IDENTIFICATION OF SPECIAL MARKET OPPORTUNITIES, TO CONSIST OF ELEMENTS OF INFORMATION NEEDED TO JUSTIFY A SPECIAL PROMOTIONAL EVENT; CONSIDERATION OF DESK STUDY TECHNIQUE WHICH WOULD BE PARTICULARLY APPLICABLE TO SPECIAL MARKET OPPORTUNITY REPORTING. NOT TO BE CONFUSED WITH INDEPTH OR CONTRACT MARKET RESEARCH, DESK STUDIES CAN BE CONDUCTED BY FSLs WITH MINIMUM INVESTMENT OF WORK TIME.

J. FOREIGN BUYERS PROGRAM.

FSL ROLE IN IDENTIFYING FOREIGN BUSINESSMEN INTERESTED IN ATTENDING TRADE SHOWS IN THE U.S., IN PROMOTING THEIR TRAVEL AS A GROUP, AND IN APPROPRIATE FOLLOW-UP. ASSISTANCE FROM AND ROLE OF FOREIGN BUYERS PROGRAM. USDOC

DISTRICT OFFICE ASSISTANCE TO LOCAL BUSINESS FIRMS: OF
INFORMATIONAL SERVICES, TECHNICAL BUSINESS DATA AND
COUNSELING ON EXPORT PROMOTION PROGRAMS AND RELATED MARKET-
ING AIDS.

K. COMMERCIAL LIBRARY ORGANIZATION AND USE.

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LIBRARY OPERATIONS, SERVICES PROVIDED TO BUSINESS
REPRESENTATIVES, INQUIRIES ON U.S. CUSTOMS, OBTAINING
PUBLICATIONS, DEALING WITH THE PUBLIC; SUPPORT AND RESOURC-
ES AVAILABLE FROM DEPARTMENT OF STATE LIBRARY.

L. FSL ROLE IN THE COMMERCIAL FUNCTION.

POST COMMERCIAL PROGRAM AND THE LOCAL COMMERCIAL SPECIALISTS

S' INSIGHT OF FUTURE INVOLVEMENT IN DEVELOPING CONTACTS,
TRADE INFORMATION SERVICES, AND IDENTIFYING BARRIERS TO
TRADE. VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 24-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: BIC DFSULLIVAN:GMR
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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From: STATE
Handling Restrictions: n/a
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Litigation History:
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 41576
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 30-Mar-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2388655
Secure: OPEN
Status: NATIVE
Subject: REGIONAL SEMINARS FOR FSL COMMERCIAL SPECIALISTS
TAGS: BEXP, XA
To: ABIDJAN ACCRA MULTIPLE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/694fd18a-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009